

Rules for bots

1. Bots are prohibited from using community subscriptions, likes, reposts, and newsletter subscriptions as a mandatory condition for the bot's operation. Full or partial functionality of bots should not depend on whether the user is a community member, has liked, reposted, or subscribed to a newsletter. For example, if the bot's primary function is to process photos, it cannot do this only after subscribing to the community.

1.1. Examples of prohibited conditions: "To get art, subscribe to me", "This feature is only available to subscribers", "If you want to continue the game, repost the pinned post and like the avatar" and the like. Such requests are unacceptable in correspondence with users, in a welcome message, on the community wall, etc.

1.2. It is allowed to organize giveaways and competitions on the community wall, thanks to which participants can get benefits (game currency, extra lives, free execution of commands in paid bots, etc.) by reposting, liking or writing a comment. For example: "We are giving away 100 coins to everyone who reposts", "10 additional free arts for reposting", etc.

1.2.1. Any giveaways and competitions must comply with [the Rules for Conducting VKontakte Competitions](#).

2. If the bot promises to perform some function (process a photo or video, send a key, a joke, etc.), it must do so within 24 hours from the moment of the user's request.

2.1. If the bot does not work for technical reasons, information about this must be posted in a prominent place in its community.

2.2. If the bot is to perform a function in the future, the bot must send information about the command execution time in response to the command call. For example, if the result of the command depends on external factors, such as events, activities, or if the command is a scheduled reminder. Interaction with the bot should not be blocked.

3. Requests to subscribe to the community, like, repost, etc.

3.1. While the bot is processing a request from a user and has not executed its command, it should not send such requests. Examples of incorrect responses: "While you are waiting for art, subscribe", "Request accepted for processing, do not forget to like the pinned post".

3.2 Such requests are not allowed in a community welcome message.

3.3. Such requests may be sent no more than once a day and only after the bot has completed its main function.

3.4. Such requests are allowed to be sent only in messages that respond to the user's request, for example: "Here is the processed photo. If you like our bot, subscribe to the community to stay up to date with all the news."

4. The name of the command must clearly and distinctly reflect the action that will occur as a result of its execution.

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corresponding name or contain a warning. For example, if, upon execution of a command, the bot sends a link to the official website of a partner, the command must be called: "Link to the official website of a partner".

4.2. It is prohibited to mislead the user by intentionally indicating incorrect command names.

5. The main functionality of the bot should not consist of constant or periodic redirection to other sites, with the exception of bots created specifically for searching for goods, services and other useful information.

6. The bot can send advertising messages/mailings to the user if they comply with [the Rules for placing advertisements in communities](#) and [the Rules for monetizing bots](#).

7. The Site Administration has the right to disable the bot if it does not comply with the above rules or contradicts the Administration standards.

7.1. Any advertising messages/mailings in multi-user conversations are prohibited. Violation of this rule will result in the community being disabled from receiving messages.

8. When sending messages containing user content, it is necessary [to transmit its source](#). It can be: a photo from an album, a post, a comment, a message, etc. Having a source will help avoid blocking if users send materials prohibited by [the Platform Rules](#), and can be useful for any bots that forward user content. For example, bots that allow people to communicate with each other, or dating bots with profiles in which you can add photos, indicate information about yourself, etc., especially in cases where other users of the chat bot see it.

Bot Monetization Rules

You can monetize the bot in the following ways:

1. Paid subscription.

1.1. The bot can perform its commands for a fee: provide users with the necessary information and satisfy their requests for a reward. The developer determines the cost of the request and sets up the payment system.

1.2. The bot can work with paid subscriptions of different levels of access to the bot's capabilities.

1.3. Information about paid options for the bot should be easily accessible and clearly visible. For example, in the community menu, welcome message or pinned post.

1.4. Example of a paid subscription: "You can get an additional 10 photos by paying 50 rubles", "Buy 30 days of unlimited use of all the bot's features for 490 rubles".

2. The bot may ask to subscribe to an advertising mailing list. The user should receive messages from this mailing list no more than once every seven days.

2.1. For subscribing to an advertising mailing list, the bot may offer to execute a certain command or bonuses (this could be game currency, free execution of paid bot commands, etc.).

2.2. You can ask to subscribe to the mailing list in the welcome message, which is set in the community settings, in the main menu of the bot or in its submenu. For example, you can create

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execution of user commands or during interaction with the bot.

2.3. The request to subscribe to the mailing list and the button that performs the subscription must clearly indicate to the user that he/she will be subscribed to the advertising mailing list and will receive messages no more than once every seven days.

2.4. After clicking the subscribe button, the bot should write to the user that he is subscribed to the advertising mailing list and indicate the unsubscribe method.

2.5. Each message in the advertising mailing list must be accompanied by a button for unsubscribing from the mailing list.

2.6. The message must be marked with an intent — `promo_newsletter`.

3. A bot can access the Advertising API if it meets the criteria described in paragraph 3.1 and has been moderated by the VKontakte team.

3.1. Criteria:

3.1.1. The average daily audience of the bot over the last 30 days is at least 50K users.

3.1.2. The bot has been enabled in the community for more than three months.

3.1.3. The bot community has not been subject to any penalties for violating the site rules over the past six months.

3.1.4. The Administration reserves the right to deny a bot access to the Advertising API if it does not comply with the rules or contradicts the Administration's standards.

3.2. After passing moderation, the bot will be able to send messages using the Advertising API.

3.2.1. In the dialogue with the bot, the user will be shown a warning that this bot may send advertising messages.

3.3. The bot may send advertising to the user no more than once a day and only after performing its main function. In this case, the bot must first ask the user for permission to display the advertising.

3.3.1. A message inviting you to receive advertising must be clearly marked as advertising (the text inside the message must state that this is advertising/partnership material/promotion, etc.). A good example of such a message is: "Message from a partner: Hello! Today your profile is more popular than others. I have several free spots at a casting for photo models. I decided to give you one of these spots. This is a unique opportunity to undergo training and become a top model. Do you want to know more?"

3.3.2. The message with the offer to receive advertising must be marked with intent `bot_ad_invite`.

3.3.3. In response to an invitation to receive advertising, the user may agree to receive advertising or refuse to receive advertising.

3.3.4. The user must be able to continue using the bot after refusing to receive advertising.

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3.3.6. The message with the offer to receive advertising and the advertising message must comply with [the Platform Rules](#) and [the Advertising Placement Rules](#) .

4. If the rules listed in the [Bot Monetization Rules](#) section are violated , messages will be disabled for the community.

5. A bot that has been punished for violating the site rules is automatically disconnected from the Advertising API. It can get permission to reconnect through Support if an error occurred. Or after six months, according to the community selection criteria.

